

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

YAT & C (PMU) Department - Tourism Promotion - Release of a full page colour A.P Tourism advertisement in "Srivari Brahmotsavam Special" issue brought by M/s. The Hindu Publications, Hyderabad - Sanction of Rs.75,000/- (Rupees Seventy Five Thousand Only) - Orders - Issued.

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YOUTH ADVANCEMENT TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 952

Dated: 04-12-2013

Read the following:-

1. From the Regional General Manager (Advt-A.P), The Hindu Publications, Hyderabad, Representation, Dated: 10-09-2013
2. Government Letter No. 5421/PMU/ADC/2013, YAT & C (PMU) Department, Dated: 24-09-2013.
3. From M/s. Associated Advertising Private Limited, Hyderabad, Lr., No. 08-11-2013.

ORDER:

Andhra Pradesh is rich in its culture, traditions, hospitality and heritage, it is also famous for its tourist attractions like Pilgrim Centre, Buddhist Heritage Sites, the Forts and Palaces etc. For promotion and development of Tourism a number of activates has been initiated by the State Government by putting up counters at various destination, printing of brouchers, posters, scrolls Electronic Media, publication in various magazines etc.

2. In the reference 1st read above, the Regional General Manager (Advt-A.P), The Hindu Publications, Hyderabad has informed that they are bring out a special edition in the form of a Book with excellent Editorial content and quality colour pictures of Lord Venkateswara and it will be an informative collector's item Government. The book will be published in the last week of September, 2013 as a prelude to the Brahmotsavam and requested the Government to release advertisement.

3. In the reference 2nd read above, Government have requested M/s. Associated Advertising Private Limited, Hyderabad to release A.P Tourism advertisement in The Hindu Publications for an amount of Rs.75,000/-. Accordingly after releasing the advertisement the said agency has raised the bill for the same.

4. Government after careful examination of the a matter hereby sanctioned an amount Rs.75,000/- (Rupees Seventy Five Thousand Only) to M/s. Associated Advertising Private Limited, Hyderabad towards release of a full page colour A.P Tourism advertisement in "Srivari Brahmotsavam Special" issue brought by M/s. The Hindu Publications, Hyderabad.

5. The amount sanctioned at para - 4 above shall be debited to the following Head of Account:-

"3452-Tourism, 01-Tourist Infrastructure, 102, Tourist Accommodation & other facilities to Tourists - Schemes included in PLAN, 11- Normal State Plan, 13-Tourism PMU, 260-Advertisements, sales and publicity Expenses".

(P.T.O)

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6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount released at para - 4 above and disburse the same to M/s. Associated Advertising Private Limited, Hyderabad. The following are bank account details:

Bank Name	:	Citi Bank
Bank Branch	:	SP Road Secunderabad
Bank Account No.	:	012 173 555 5
IFSC Code	:	CITI0 000 006

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN,
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To
M/s. Associated Advertising Private Limited, Hyderabad.
The Assistant Secretary to Government and Drawing & Disbursing Officer,
YAT & C (PMU) Department,
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.
The Accounts Officer, YAT & C (PMU - Claims) Department.
SF/SCs

//FORWARDED :: BY ORDERS//

SECTION OFFICER